



ymc

SPRING BREAK 2015



**ymc connects brands with
college students.**

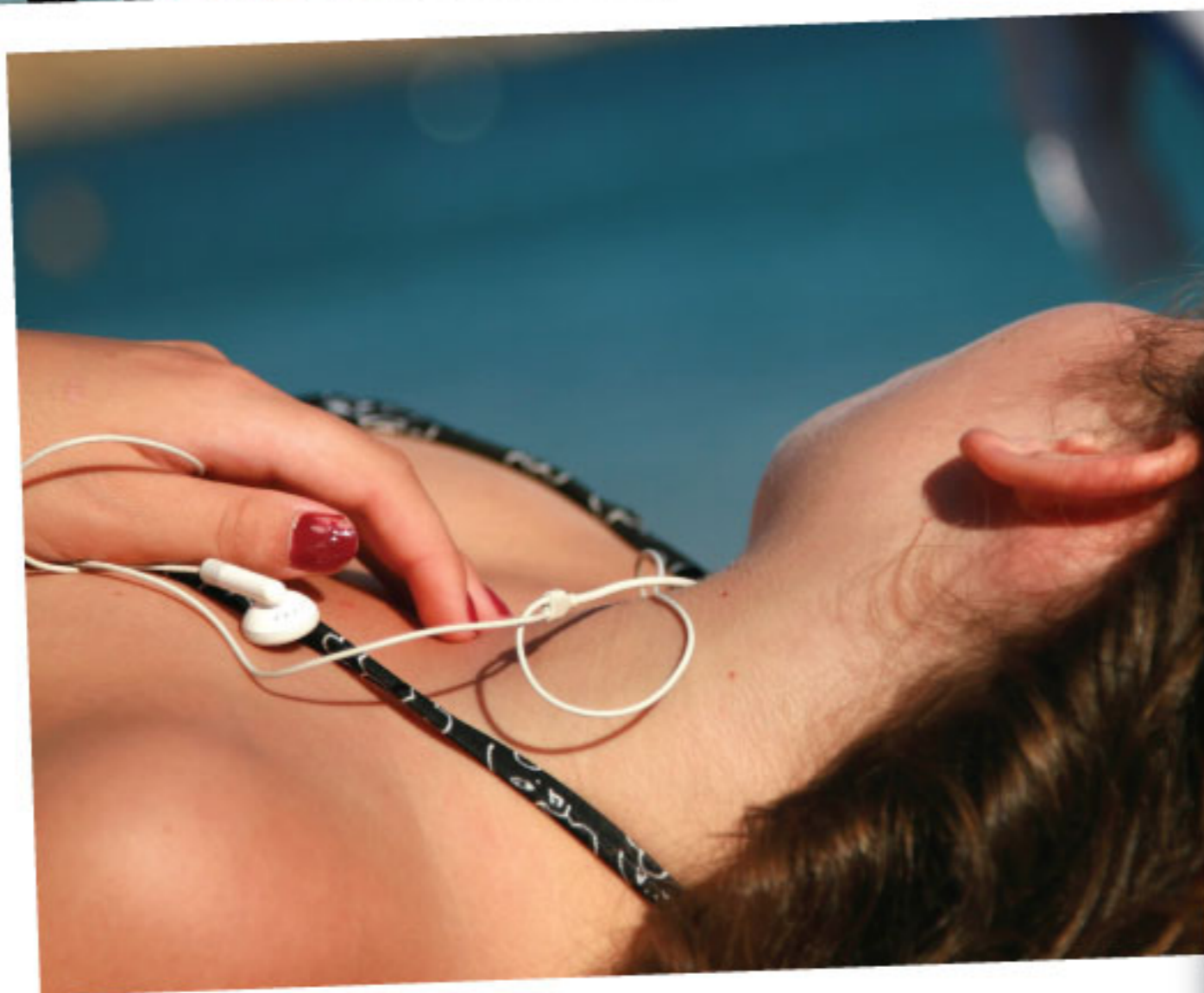
ymc connects brands with college students

WE BRING BRANDS TO SPRING BREAK.

We create promotions and events that enable the world's biggest brands to speak to students during Spring Break. From the beaches of Cancun to the ski slopes of Colorado, we create experiences that communicate the essence of a brand in ways that today's college students understand.

ymc

SPRING BREAK



**The students
you want are at
spring break.**

Each year, over a million students flock to beaches and ski resorts throughout the United States and Mexico. In addition to getting a tan and some all-night dancing, it turns out that the students who go to spring break, are the same students that set trends on campus. We can help you reach those influencers.

→ ***INFLUENCERS DO SPRING BREAK.***

OPPORTUNITIES OVERVIEW

AUDIENCE INSIGHTS

- 1,000,000+ STUDENTS
- 350+ COLLEGES REPRESENTED
- 18-25 YEARS OLD
- MIDDLE TO UPPER CLASS

ACTIVATION OPTIONS

- DAYTIME POOL & BEACH EVENTS
- NIGHTTIME BAR & CLUB EVENTS
- SAMPLING INITIATIVES
- MEDIA + BRANDING

2015 ATTENDANCE FIGURES (est.)

TOP DOMESTIC

- PANAMA CITY BEACH, FL - 350,000+
- SOUTH PADRE ISLAND, TX - 60,000+

TOP INTERNATIONAL

- CANCUN, MEXICO - 250,000+
- PUERTO VALLARTA, MEXICO - 50,000+

ymc OUR CLIENTS

THE BIGGEST BRANDS TURN TO US FOR SPRING BREAK MARKETING

The biggest brands partner with YMC because of our exclusive network of US student tour operators and hotels, beaches, pools, ski resorts and nightclubs throughout the US and Mexico. The tremendous depth of our network allows brands to connect 24/7 with spring breakers where they stay and play; before, during, and after travel.



AMERICAN EAGLE
OUTFITTERS

SONY

Microsoft



T-Mobile

MAXIM

YAHOO!

SIRIUS
SATELLITE RADIO

ACTIVISION®

FUZE®
HEALTHY INFUZIONI

AXE

ROCKSTAR
ENERGY DRINK

Gateway

CHASE



what does an awesome
ymc spring break
campaign look like?

CAMPAIGN TYPE #1

POOL & BEACH ACTIVATIONS

- *EVENT SPACE FROM 10' x 10' TO 100' x 100'*
- *INTERACTIVE STAGE CONTESTS*
- *PRODUCT SAMPLING*
- *THEMED / VIP PARTIES*
- *TURNKEY EVENT PRODUCTION*

**we create daytime
experiences that engage
spring breakers and
embody a brand's identity.**

SEE WHAT WE'RE TALKING ABOUT ...



T-MOBILE 'CALLING HOME' LOUNGE



FUZE VOLLEYBALL TOURNAMENT



BRANDED STAGE CONTESTS



AMERICAN EAGLE SLOPE-SIDE CONCERT

CAMPAIGN TYPE #2

NIGHTLIFE EXPERIENCES

- INTERIOR / EXTERIOR BRANDING
- SPONSORED STEP & REPEATS
- BRANDED BAR KITS
- (CUPS, NAPKINS, COASTERS)
- THEMED / VIP EVENTS
- INTERACTIVE STAGE SHOWS
- CELEBRITY / LIVE PERFORMANCES
- PRODUCT SAMPLING

we turn nightlife events
into social & unforgettable
brand experiences.

SEE WHAT WE'RE TALKING ABOUT ...



LIVE A-LIST PERFORMERS



EXTERIOR BRANDING



ROCKSTAR IN-CLUB PRODUCT SAMPLING



AMERICAN EAGLE IN-CLUB BRANDING

CAMPAIGN TYPE #3

**HOTEL + EXTERIOR
BRANDING ELEMENTS**

- *ELEVATOR WRAPS*
- *KEYCARDS*
- *DOOR HANGERS*
- *SHOWER CURTAINS*
- *BATH TOWELS*
- *PILLOW CASES*
- *IN-ROOM PRODUCT SAMPLING*
- *COLUMN / WALL GRAPHICS*
- *TOURIST BUS GRAPHICS*
- *VINYL POOL WRAPS*

**we transform spring break
markets into a canvas for
high-impact branding.**

SEE WHAT WE'RE TALKING ABOUT ...





AXE SHOWER CURTAIN



AMERICAN EAGLE KEY CARD



IN-ROOM PRODUCT PLACEMENT



GILLETTE ELEVATOR WRAP



BRANDED BUS WRAP

ACTIVATIONS SUMMARY

BRAND ACTIVATIONS + MEDIA OPPORTUNITIES

- *DAYTIME BEACH, POOL AND SKI EVENTS*
- *NIGHTCLUB EVENTS*
- *HOTEL + EXTERIOR BRANDING*
- *INTERACTIVE STAGE CONTESTS*
- *CELEBRITY PERFORMANCES + PROMOTIONS*
- *STREET TEAMS*
- *TURNKEY EVENT LOGISTICS AND PRODUCTION*

BRING YOUR BRAND TO SPRING BREAK

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